



**CALIFORNIA STRAWBERRY COMMISSION - MEETING AGENDA**  
**Marketing Committee Meeting**

Wednesday, September 8, 2010  
3:30 p.m. – 4:30 p.m.  
Fess Parker's Doubletree Resort  
633 E. Cabrillo Blvd, Santa Barbara, CA

- |           |   |  |
|-----------|---|--|
| 3:30 p.m. | I. Call to order                        | Vince Lopes, <i>Chairman</i>                                 |
|           | a. Establish quorum                     |  |
|           | b. Approval of June 10, 2010 minutes    |  |
|           | c. Marketing Leadership Group           |  |
|           | II. Crop and Market Update              | Chris Christian, <i>CSC</i><br>Carolyn O'Donnell, <i>CSC</i> |
|           | III. MAP Program Update                 | Chris Christian, <i>CSC</i>                                  |
|           | IV. Consumer and Industry Communication | Chris Christian, <i>CSC</i><br>Carolyn O'Donnell, <i>CSC</i> |
|           | V. Other Business                       | Vince Lopes, <i>Chairman</i>                                 |
|           | VI. Closed Session                      |  |
| 4:30 p.m. | VII. Adjourn                            |  |

